



PTO/SB/088 (08-03)

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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet

1

of

2

Complete if Known

Application Number

10/689,407

Filing Date

Oct 20, 2003

First Named Inventor

JOHNSON, Sam

Art Unit

Examiner Name

Attorney Docket Number

01003.1010

NON PATENT LITERATURE DOCUMENTS

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SPK	A1	JON LAFAYETTE, Adds on VOD Seen as Counter to Skipping, tvweek.com, www.tvweek.com/article.cms?articleID=26175, Oct. 4, 2004	
	A2	TOM GILBERT, A VOD model that can work for everyone, Electronic Media, Editorial	
	A3	JAMES R. HAGARTY, Judge's Ruling on Pop-Up Ads Is a Blow to Web-Site Operators, Wall Street Journal, Moday September 8th, 2003, Page A3 and A5	
	A4	BOB KEEFE, TV Execs plot ways to 'keep eyeballs' Atlanta Journal Constitution.	
	A5	ALAN I. LIGHT, CNN's new format is 'jumbled mess', USA Today	
	A6	JIM LOVEL, Advertisers focus on sp..., Atlanta Business Chronicle,	
	A7	VANESA O'CONNELL, Ad Slump May Be Worse Than Thought,	
	A8	MICHAEL MCCARTHY, Ads are here, there, everywhere, USA Today, June 19, 2001	
	A9	TERRY LEFTON, Playing the Ad Market, The Industry Standard, July 30, 2001	
	A10	MATTHEW T. FELLING, Updated Headline News Sets channel on fluff cycle,	

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		Filing Date	Oct 20, 2003
		First Named Inventor	JOHNSON, Sam
		Art Unit	
Examiner Name			
Sheet 2	of 2	Attorney Docket Number	01003.1010

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<i>JS</i>	A11	DAISY WHITNEY, A TiVo-Proof Ad Model, Vision Week, May 7, 2004	
	A12	LOUIS CHUNOVIC, Satellite TV hits Stores	
	A13	CURTIS RIST, Should you ad go here?, http://money.cnn.com/2004/03/04/technology/business2_adds/	
	A14	JACK MYERS, Outdoor Sets Sites on Doubling Share-of-Market with Research & Tech Upgrades, Jack Myers Report, March 3, 2004	

Examiner Signature	<i>Calvin Blum</i>	Date Considered	2/7/05
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